ABSTRACT OF THE DISCLOSURE

A page display method for selecting and displaying a page corresponding to the customer level of a user is disclosed. As a user accesses a home page of a seller, makes user registration, and purchases a commodity through online shopping, the customer level of the user is raised from "visitor," "registrant," "normal customer," and finally "preferred customer." The customer level is stored as customer information in a customer information database. When a user makes access to a seller server, the seller server selects a page depending on the customer level of the user from a plurality of pages stored in a display information database and displays the selected page on a user terminal.